Tourism Office, Arizona

Description
The Office of Tourism (AOT) employs a marketing and customer-service orientation in performing its statutory duties as follows: planning and developing a comprehensive national and international marketing plan that includes advertising campaigns; travel sales and marketing programs; media and public communications; promoting and developing tourism-related business in Arizona; undertaking research to guide tourism development plans for the state and to establish the Office as a central clearinghouse for tourism-related data; and providing information and assistance as needed by citizens, business enterprises, industry organizations, and governmental agencies on matters related to the mission of the Office.

IT Vision
To employ information management systems to enhance AOT's ability to communicate with constituents and the general public, and to improve staff communications, efficienty and productivity.

IT Mission
To provide effective support of all Arizona Office of Tourism (AOT) functions through development and maintenance of effective, comprehensive and innovative management information systems.

Goal 1

Increase the ability of AOT to disseminate and deliver information needed by the traveling public, constituents, and Arizona residents.

Objective 1
To increase the ability of the staff to access and disseminate information to aid in business-to-business communication and decision-making.

Current Situation
www.azot.com is the Arizona Office of Tourism's external web site (Extranet). This website has been designed to facilitate the distribution of information to AOT's industry partners.

Performance Measures

1   Constituent satisfaction with the AOT extranet website (scale of 1-5, 5=extremely satisfied).

Status   In Process

	Target 03	Actual 03	FY 04	FY 05	FY 06
Category: Quality	4	4	4	4	4

Objective 2
Create and maintain consumer web sites that supplement AOT's advertising/fulfillment, public relations, tourism development and travel industry marketing efforts.

Current Situation
www.arizonaguide.com, the Official State Visitors' Web Site, and www.arizonavacationvalues.com, both developed by AOT, undergo continual maintenance and refinements to accommodate the travel planning needs of potential visitors.

Performance Measures

1   Constituent satisfaction with www.arizonaguide.com (scale of 1-5, 5=extremely satisfied).

Status   In Process

Category: Quality	Target 03	Actual 03	FY 04	FY 05	FY 06
	3	3	3	4	4

Goal 2

Utilize new technologies to automate office functions to help increase staff productivity and to improve agency transaction tracking to ensure accuracy in posting to AFIS.

Objective 1

Maintain and enhance an internal database that will track AOT expenditures and enable the staff to reconcile to the AFIS system on a monthly basis.

Current Situation

The staff is using a database that is limiting the ability to provide timely reports and real time processing internally.

Performance Measures

1 Average number of days from receipt of an invoice to vendor payment.

Status   In Process

Category: Efficency	Target 03	Actual 03	FY 04	FY 05	FY 06
	15	15	12	12	12

Objective 2

Create custom applications to automate internal procedures.

Current Situation

Automation through custom applications is being used on a small scale at AOT. Through review of office-wide procedures, several areas might emerge as possible beneficiaries of automation. These areas might include: shipping, inventory, receiving, consumer information request fulfillment, and research.

Performance Measures

1 Number of procedures being handled by custom applications.

Status   In Process

Category: Output	Target 03	Actual 03	FY 04	FY 05	FY 06
	2	2	2	3	3

2 AOT staff satisfaction with current custom applications (% indicating satisfied or very satisfied; in FY02, measurement was changed from average score to percent).

Status   In Process

Category: Quality	Target 03	Actual 03	FY 04	FY 05	FY 06
	80	80	80	85	85

Objective 3

Increase the ability for staff to utilize network resources while out of the office.
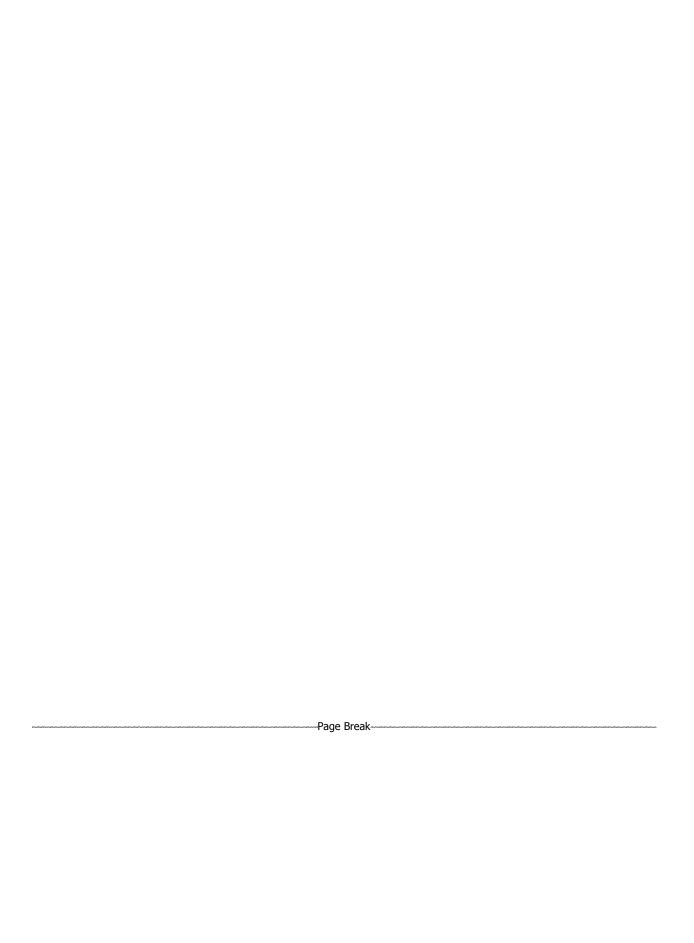
Current Situation

E-mail functions correctly within the office and through the internet.

Performance Measures

1 Percentage of time network resources are available to staff from outside the office during normal business hours.

Status   On Hold

Category: Efficency	Target 03	Actual 03	FY 04	FY 05	FY 06
	95	95	95	95	95

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